

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Confirmation No.: 3713

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS

TC/A.U.: 2178

Examiner: Wilson W. Tsui

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

Further to the Notice of Appeal filed on August 17, 2010, which set a period for response to expire on October 17, 2010, that period being extend one (1) month to expire on November 17, 2010, and in response to the final Office Action mailed on March 17, 2010 (Paper No. 20100311), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.